

BUSINESS LETTERS

- **Format.** There is a sample and explanations in your book, on page 128.
- **Tone** The tone should be friendly and polite.
- **Names**
 - Make sure you check the gender of the addressee (the recipient), as well as the correct spelling of the person's name and title. If you do not know a person's gender, it is acceptable to use the full name in the salutation.
 - Use *Ms.* for women and *Mr.* for men.
You can use *Mrs.* for a woman if you are 100% sure that it is adequate.
- **Dates** To avoid any confusion, *write* the month instead of using numbers (e.g. January 15th, 2012 or 15 January 2012).
- **Be concise and clear. The easier it is to read a letter the better.**
 - Keep sentences and paragraphs short and simple.
 - Use straightforward vocabulary to avoid any misunderstanding.
 - Ask direct questions.
 - Rewrite any sentence that does not seem perfectly clear.

Remember this word order principle

Subject	Verb	Object	Manner	Place	Time
Who	Does	What	How	Where	When

Example : - Mr. Brown will travel by plane to London on Monday, June 5th.
- A technician will install the equipment in your office on Tuesday.

Salutation

- Dear Mr. Brown
 - Dear Ms. White
 - Dear Sir
 - Dear Madam
 - Dear Sir or Madam
 - Gentlemen
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Starting

- We are writing
 - to inform you that ...
 - to confirm ...
 - to request ...
 - to enquire about ...
 - I am contacting you for the following reason...
 - I recently read/heard about and would like to know
 - Having seen your advertisement in ..., I would like to ...
 - I would be interested in (obtaining / receiving) ...
 - I received your address from ----- and would like to ...
-

Referring to previous contact

- Thank you for your letter of March 15.
- Thank you for contacting us.
- In reply to your request, ...
- Thank you for your letter regarding ...
- With reference to our telephone conversation yesterday...

- Further to our meeting last week ...
- It was a pleasure meeting you in London last month.
- I enjoyed having lunch with you last week in Tokyo.
- I would just like to confirm the main points we discussed on Tuesday.

Making a request

- We would appreciate it if you would ...
- I would be grateful if you could ...
- Could you please send me ...
- Could you possibly tell us / let us have ...
- In addition, I would like to receive ...
- It would be helpful if you could send us ...
- I am interested in (obtaining / receiving) ...
- I would appreciate your immediate attention to this matter.
- Please let me know what action you propose to take.

Offering help

- Would you like us to ...?
- We would be happy to ...
- We are quite willing to ...
- Our company would be pleased to ...

Giving good news

- We are pleased to announce that ...
- I am delighted to inform you that ..
- You will be pleased to learn that ...

Giving bad news

- We regret to inform you that ...
- I'm afraid it would not be possible to ...
- Unfortunately we cannot / we are unable to ...
- After careful consideration we have decided (not) to ...

Complaining

- I am writing to express my dissatisfaction with .../ to complain about ...
- Please note that the goods we ordered on (date) have not yet arrived.
- We regret to inform you that our order n° ----- is now considerably overdue.
- I would like to query the transport charges which seem unusually high.

Apologizing

- We are sorry for the delay in replying to ...
- I regret any inconvenience caused (by) ...
- I would like to apologize for the (delay, inconvenience)...
- Once again, please accept my apologies for ...

Orders

- Thank you for your quotation of ...
- We are pleased to place an order with your company for..
- We would like to cancel our order n°
- Please confirm receipt of our order.
- I am pleased to acknowledge receipt of your order n°
- Your order will be processed as quickly as possible.
- It will take about (two/three) weeks to process your order.
- We can guarantee you delivery before ...(date)
- Unfortunately these articles are no longer available / are out of stock.

Prices

- Please send us your price list.
 - You will find enclosed our most recent catalogue and price list.
 - Please note that our prices are subject to change without notice.
 - We have pleasure in enclosing a detailed quotation.
 - We can make you a firm offer of ...
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Referring to payment

- Our terms of payment are as follows ...
 - Our records show that we have not yet received payment of ...
 - According to our records ...
 - Please send payment as soon as possible.
 - You will receive a credit note for the sum of ...
-

Enclosing documents

- I am enclosing ...
 - Please find enclosed ...
 - You will find enclosed ...
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Closing remarks

- If we can be of any further assistance, please let us know.
 - If I can help in any way, please do not hesitate to contact me.
 - If you require more information ...
 - For further details ...
 - Thank you for taking this into consideration.
 - Thank you for your help.
 - We hope you are happy with this arrangement.
 - We hope you can settle this matter to our satisfaction.
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Referring to future business

- We look forward to a successful working relationship in the future.
 - We would be (very) pleased to do business with your company.
 - I would be happy to have an opportunity to work with your firm.
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Referring to future contact

- I look forward to seeing you next week.
 - Looking forward to hearing from you, ...
 - Looking forward to receiving your comments,
 - I look forward to meeting you on the (date).
 - I would appreciate a reply at your earliest convenience.
 - An early reply would be appreciated.
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Ending business letters

- Sincerely, }
- Yours sincerely,} for all customers / clients
- Sincerely yours,}

- Yours faithfully, in more formal letters

- Regards, for those you already know and/or with whom you have a working relationship